

JAN-2024

**BLDE (DEEMED TO BE UNIVERSITY)  
MASTER OF HOSPITAL ADMINISTRATION**

[Time: 3 Hours]

[Max.Marks:80]

**IV SEMESTER**

**PAPER – I (Hospital Planning & Project Management)**

**QP CODE: 9801**

Your answer should be specific to the questions asked.

Write Question No. in left side of margin.

**Long Questions**

**10X3 = 30 Marks**

1. Prepare a master plan of the hospital and explain its architect's brief in detail.
2. What is the role of the hospital in the community? Explain different types of health facilities in the healthcare sector.
3. Write in detail about the planning of hospital services as an administrator.

**Short Essays:**

**5 X 10 = 50 Marks**

4. Statutory requirements for the hospital.
5. Size and Type of the hospital.
6. OT Zoning and Circulation Pattern in the hospital.
7. Hospital Project Management.
8. Hospital Signage.
9. Domiciliary Hospitalization.
10. Role of Hospital administrator.
11. Service planning in regional areas.
12. Site survey and infrastructure for hospital.
13. What is the role of the hospital information system in the hospital?

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**IV SEMESTER**

**PAPER – II (Social Marketing Management & Quality Management in Healthcare)**

**QP CODE: 9802**

Your answer should be specific to the questions asked.

Write Question No. in left side of margin.

**Long Questions**

**10X3 = 30 Marks**

1. Write the theory and concept of public relations. What are the roles of the public relations staff?
2. What are the fundamentals of quality management? Explain key performance indicators.
3. What is product mix? Explain the product life cycle with a diagram.

**Short Essays:**

**5 X 10 = 50 Marks**

4. Training and development of staff in quality management.
5. Customer satisfaction.
6. Kaizen and Philip Crosby's principles.
7. Market environment and market segmentation.
8. Write national and international quality standards.
9. Basic concept of marketing management.
10. What are the necessary improvements that should be made to provide exemplary patient services?
11. Define auditing protocol. How do you handle unusual incidents in the hospital?
12. CQI in healthcare.
13. Service marketing.